



A key to economic development in the city of Detroit is entrepreneurship. Entrepreneurs create jobs and growth. To help create more entrepreneurs for the city of Detroit, Quicken Loans Founder Dan Gilbert conceptualized the idea of Bizdom U and is providing the initial \$10 million in funding to launch the program.

Bizdom U is a two-year program that is teaching future entrepreneurs the types of things one needs to know about starting and running a business. They will become the Green Berets of entrepreneurship ... know more about starting a business than even your typical Harvard MBA.

The application and selection process is rigorous, designed to find those with a true passion for starting a business. Candidates should have a natural curiosity and be driven to build something of value.

The curriculum is rigorous. Students work hard, are taught by instructors with true business world experience and are mentored by highly-successful entrepreneurs from the region. Furthermore, everything is provided at no charge to the students. Students receive free training, room and board, books and related technologies.

As their final project, the students will develop a realistic and profitable business plan for a business that must be located within the City of Detroit. Those who pass all of the classes and prepare such a plan will receive:

- Funding from a "Bizdom Fund" over time to start-up the business described in their plan. (From \$25,000 to \$500,000 depending on the business)
- A share of ownership in the business during the start-up phase.
- An opportunity to earn a greater share of ownership in the business over a defined period of time as the business meets pre-determined success goals. Bizdom U will maintain a share of all businesses, allowing the program to remain self-sustaining.
- Mentorship along the way.
- A diploma.

Bizdom U is a Michigan non-profit corporation, self-sustaining program. Any revenues received from our share of ownership in the businesses will be used to finance future businesses created by our graduates. This will create even more growth and jobs for the City of Detroit. We hope to create a whole new wave of entrepreneurs.

The program began in January with 12 students. The second class, starting in fall 2007, will have 20 students.

This is a full-time, year-round residential program located in downtown Detroit. The program is located at Wayne State (but is not affiliated with the University). We'll eventually have our own facility.

Bizdom U is now accepting applications for its September 2007 classes. Those interested can apply by visiting www.bizdom.com, emailing getinfo@bizdom.com or calling 313-833-7800.

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